

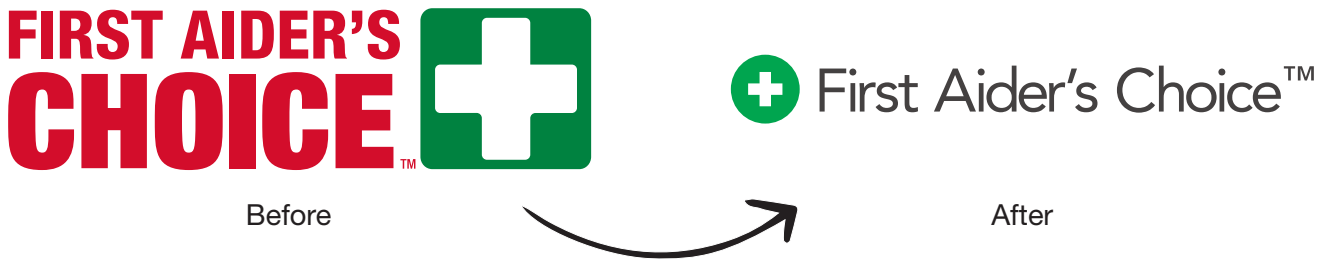
FIRST AIDER'S CHOICE BRAND REFRESH

This document was created with the intention of making it easier for you to digest the important changes and to provide clarity throughout the transition. Rest assured, our commitment to delivering high-quality products remains unwavering.

Key Changes

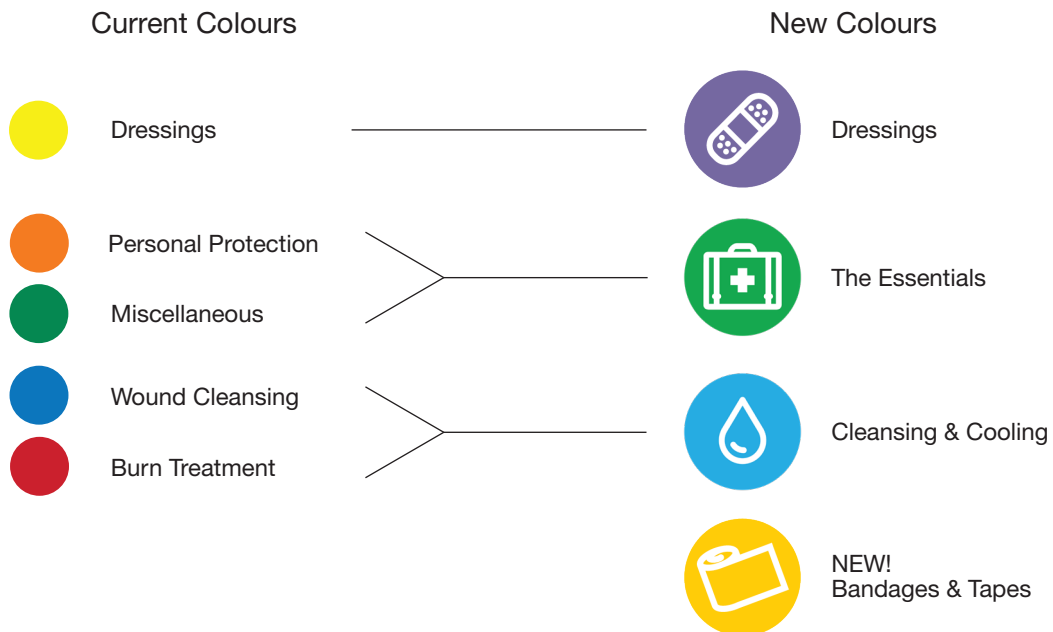
Logo

- Update to ensure a professional, contemporary appearance.
- Lowercase letters to help make the brand feel friendly and approachable.



Colour Palette

The ranges have been streamlined with new icons and colours to help customers identify ranges easily.



FIRST AIDER'S CHOICE BRAND REFRESH

Packaging

- With the First Aid Kit in mind, our design prioritises quick product recognition for customers by strategically repeating key information across various sides and employing colour cues.
- We've updated product images and styling to create a cohesive brand identity that's consistent and uniform for the future.



*product images are of samples and not final production

Before

After

FIRST AIDER'S CHOICE BRAND REFRESH

Timeline

We're currently in the process of phasing out our stock to introduce the new branded inventory. During this transition, you may find some kits with a combination of old and new branding. You will start to see some products from the ranges arrive around the following dates:

- **Bandages & Tapes** = Product starting to arrive in February, 2024
- **The Essentials** = Product starting to arrive in February, 2024
- **Dressings** = Product starting to arrive in April, 2024
- **Cleansing & Cooling** = Product starting to arrive in May, 2024

While we are committed to adhering to the timeline, please understand that it may be subject to change due to the complexity of the process and various moving parts involved.

What You Need to Know

Product availability

- Stock levels will remain unchanged.

Price Changes

- Better bulk buying options

Range Changes

- We have streamlined our product ranges but have not removed any products at this point. Rest assured, we will promptly inform you of any future changes.
- View List of Products Impacted [Here](#)

Product Quality

- Product quality will not be compromised.

Product Images

- New product images will be provided along with product specification sheets. All websites will be updated.

**Your support and patience in this transition is greatly appreciated.
If you have further questions please [submit here](#).**